

IN THE CLAIMS:

Please cancel Claims 39 to 41 without prejudice or disclaimer of subject matter and amend the claims as shown below. The claims, as currently pending in the application, read as follows:

1. to 24. (Cancelled).

25. (Currently Amended) An information appliance comprising:
a display having a working display area and incorporating an advertising display area ~~disposed within the working display area, wherein said working display area is configured to display non-advertising information which is created by any of a plurality of non-advertising applications being run on said information appliance, and wherein said advertising display area is configured being adapted to display advertising information which is created by software being run on said information appliance, independently of a plurality of different non-advertising applications being run on the information appliance the non-advertising information, even when any of the plurality of non-advertising applications creates displays non-advertising information on the working display area;~~
[[and]]

input means adapted configured to accept a software an upgrade for the software; a non-advertising application;
a memory configured to store at least the plurality of non-advertising applications and the software;

a processor coupled to each of said input means, said display and said memory, and constructed to execute said software upgrade being configured to update the advertising information, to display wherein said updated advertising information is displayed; on said advertising display area independently of the plurality of non-advertising applications being run on the information appliance the non-advertising information, even when any of the plurality of non-advertising applications displays creates non-advertising information, and to cause said display to continuously display the advertising information on said advertising display area as long as said information appliance is operational on the working display area.

26. to 28. (Cancelled).

29. (Currently Amended) An information display business system for selling an information appliance, said system comprising:

said information appliance, wherein [[the]] said information appliance comprises:

a display having incorporating an advertising display area disposed within and a working display area, wherein said working display area is configured to display non-advertising information which is created by any of a plurality of non-advertising applications being run on said information appliance, and wherein said advertising display area is configured to display advertising information which is created by software being run on said information appliance, independently of the non-advertising information, even

when any of the plurality of non-advertising applications creates non-advertising information on the working display area, said advertising display area being further associated with an advertising cost charged for displaying advertising information on the advertising display area;

input means adapted to accept an upgrade for the software;

a store for storing advertising information, the software and at least the plurality of non-advertising applications;

a processor connected to each of said input means, said display and said store and constructed to execute the software to display an advertising application for displaying the advertising information on the advertising display area, to execute said upgrade to update[[;]]a plurality of non-advertising applications for execution on the information appliance, where the advertising information, to display the updated advertising information is displayed independently of the plurality of non-advertising applications being executed on the information appliance, even when any of the plurality of non-advertising applications displays non-advertising information on the working display area, and to cause said display to continuously display the advertising information on said advertising display area as long as said information appliance is operational;

wherein the information display business system comprises:

information appliance selling means for offering said information appliance for sale for a price, said information appliance having a manufacturing cost;

advertising selling means adapted to offer for sale an amount of said advertising display area for the advertising cost charged for displaying advertising

information [[on]] in the advertising display area, wherein the advertising information is displayed independently of the plurality of non-advertising applications being executed on the information appliance; and

price determination means adapted to determine said price dependent upon a difference between said advertising cost and said manufacturing cost.

30. (Previously Presented) An information display business system according to claim 29, wherein the price of the information appliance is equal to the cost of manufacturing the information appliance less the advertising cost plus a profit.

31. (Previously Presented) An information display business system according to claim 29, wherein the advertising cost depends upon at least one of (i) a time period for which the advertising information is displayed by the advertising application, and (ii) a relative size of the advertising display within the working display area.

32. to 36. (Cancelled).

37. (Previously Presented) An information display business system according to claim 29 further comprising:

means for producing, at an upgrade cost, upgrade software for upgrading both the non-advertising application and the advertising information used by the advertising application;

advertising cost determination means adapted to determine the advertising cost for an amount of said advertising display area to be offered to an advertiser;

upgrade price determination means adapted to determine said upgrade price dependent upon a difference between said upgrade cost and the advertising cost; and

means for offering for sale, at said determined upgrade price, the produced upgrade software for use with the information appliance.

38. (Previously Presented) An information display business system according to claim 37, wherein the price of the upgrade software is equal to the cost of producing the upgrade software less the advertising cost plus a profit.

39. to 41. (Cancelled).